

The image is a landscape photograph of a mountain ridge. The foreground and middle ground show steep, rocky slopes with patches of green coniferous trees. The background features a vast valley and distant mountain ranges under a blue sky with scattered white clouds. A horizontal green semi-transparent banner is positioned across the middle of the image, containing the text '3303 Broadway' in white.

3303 Broadway

**OUR LEGACY.  
OUR FUTURE.**

**BOULDER VALLEY COMPREHENSIVE PLAN**

*Photo: Christopher Brown, 2004*

# SUGGESTED MOTION LANGUAGE

*Staff requests City Council consideration of this matter and action in the form of the following motion:*

Motion to approve consideration of withdrawal of the 3303 Broadway property and three properties to the north (3345 Broadway, 1160-1194 Juniper Avenue, and 3505-3517 Broadway) from the Boulder Valley Comprehensive Plan.

Reference  
slides

# EXISTING CONDITIONS

## 3303 Broadway:

*Land use (PUB)*

*Zoning (P)*

## 3345 Broadway:

*Land use (PUB)*

*Zoning (RL-1)*

## 1160-1194 Juniper:

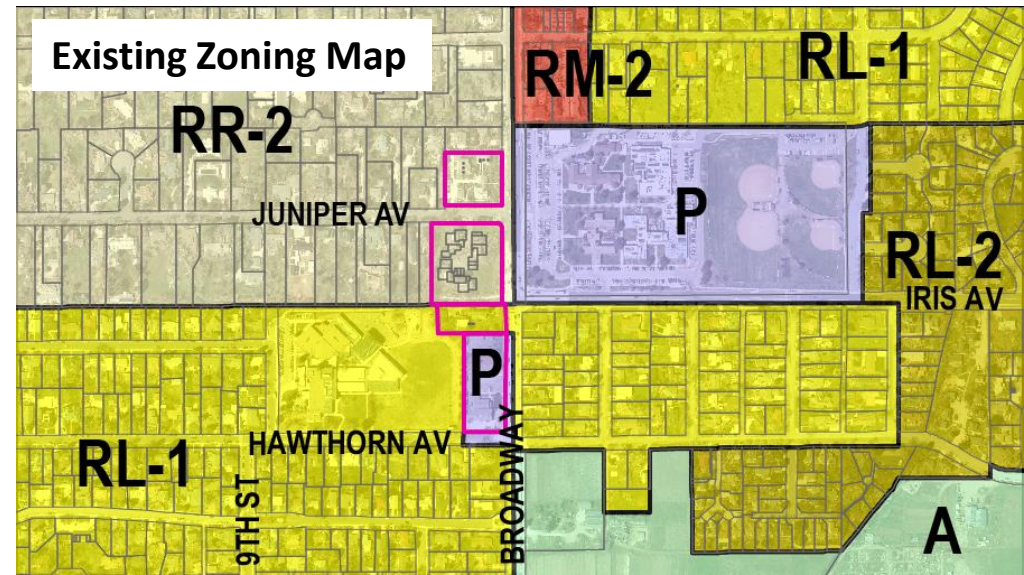
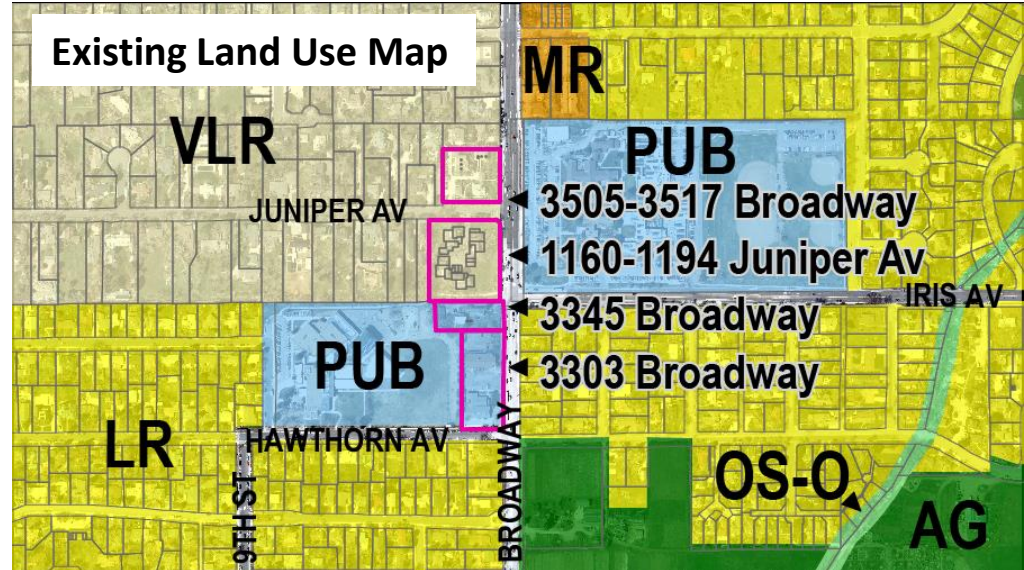
*Land use (VLR)*

*Zoning (RR-2)*

## 3505-3517 Broadway:

*Land use (VLR)*

*Zoning (RR-2)*





# DRAFT RECOMMENDATION

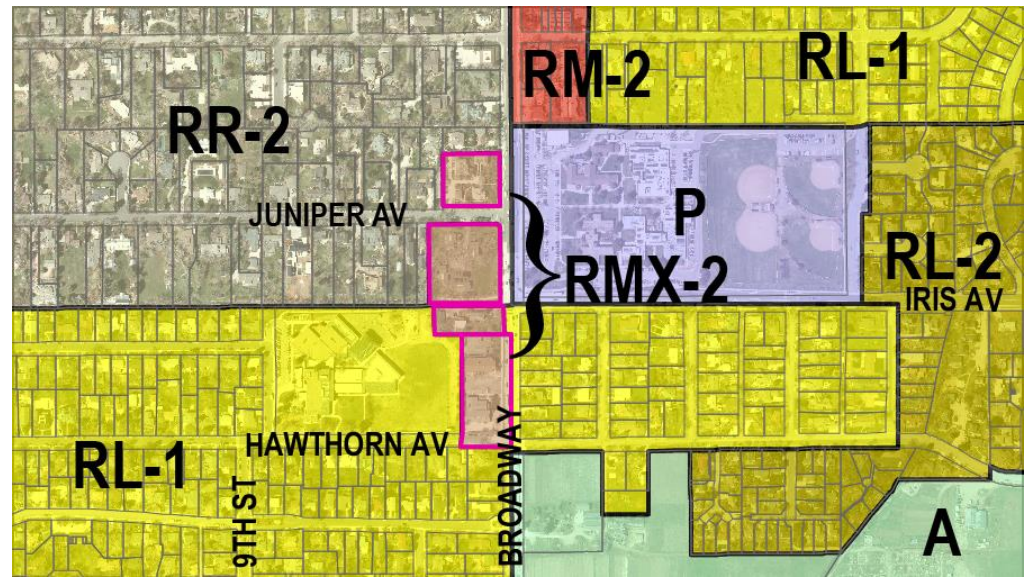
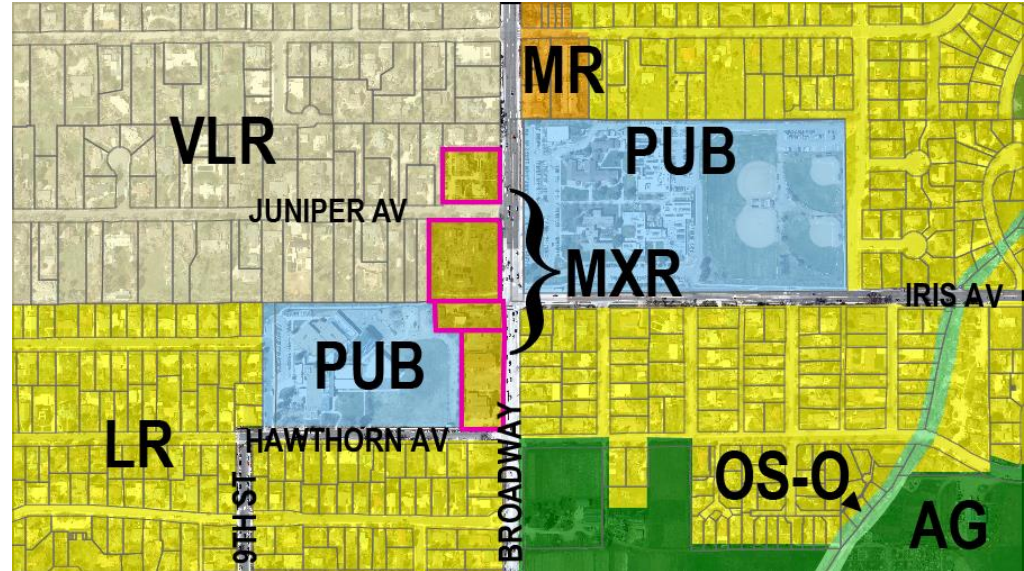
3303, 3345, 3505-3517 Broadway, 1160-1194 Juniper

## MXR BVCP land use

- *“The mixed density designation is also applied in some areas planned for new development where the goal is to provide a substantial amount of affordable housing in mixed density neighborhoods that have a variety of housing types and densities”*

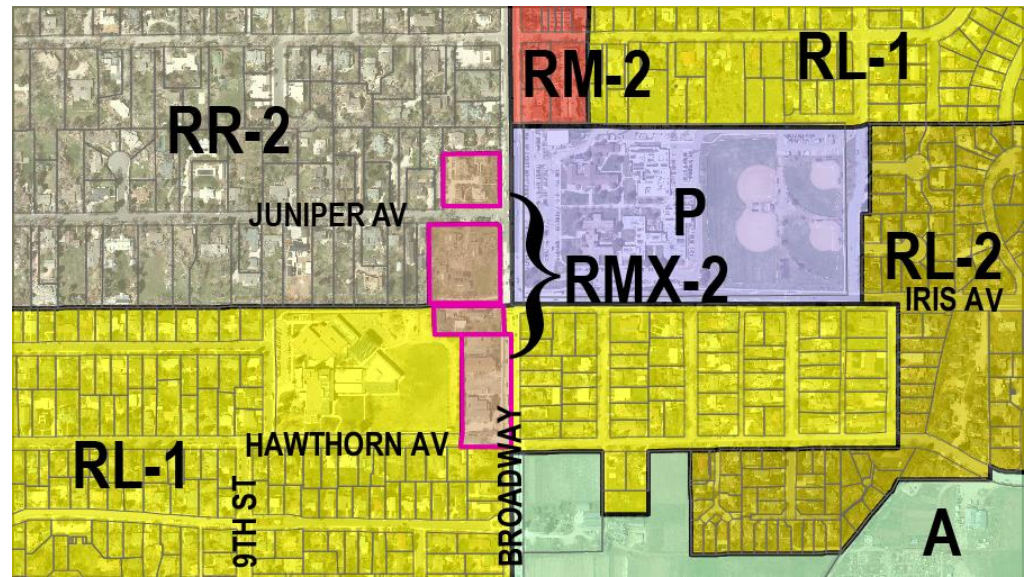
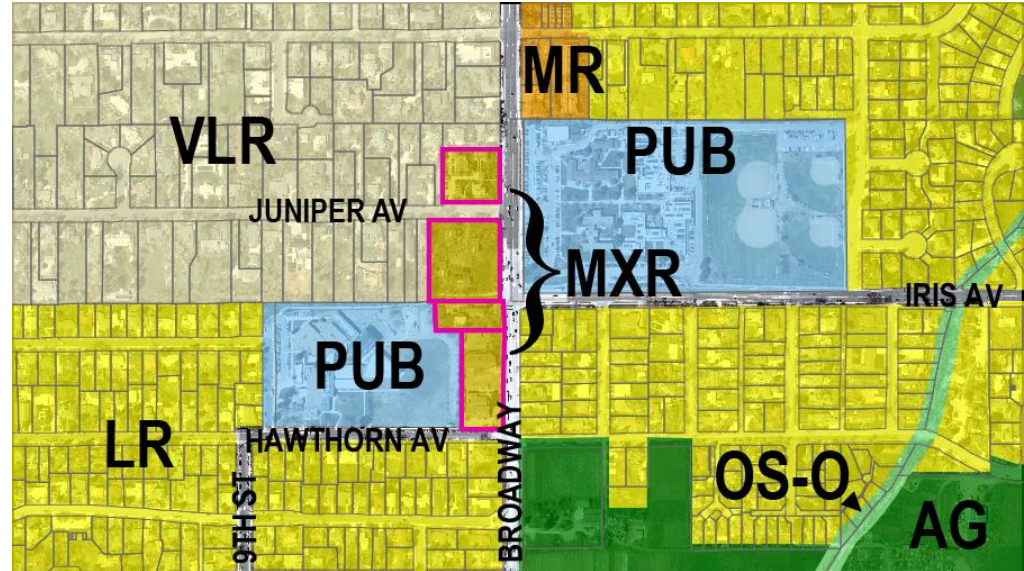
## RMX-2 Zoning

- Unique district that requires a diversity of housing types
- 10 to 20 du/acre depending on provision of affordable housing
- Existing examples: Holiday, Northfield Commons, Northfield Village neighborhoods



# RATIONALE FOR RECOMMENDATION

- **Compatible with the surrounding neighborhood**
- **Compatible with the existing development patterns** of the adjacent properties to the north of 3303 Broadway
- **Reflects the character of the area**, which includes a diversity of housing types and densities
- **Consistent with BVCP policies** and overall intent of the comprehensive plan



# RECENT FEEDBACK

## **Planning Board April 6**

- Supportive of BVCP MXR land use
- Discussion regarding zoning: RMX-1 for 3345 Broadway instead of RMX-2
- Supportive of small commercial uses for the site
- Acknowledgement of potential issues with access

## **City Council April 11**

- Questions around feasibility of affordable housing on site under current regulations
- Importance of affordable housing
- Acknowledgement of current work on community benefit tools
- Importance of surrounding context, e.g. Boulder County site

# COMMUNITY FEEDBACK

## **Winter/Spring 2017**

- Support for medium density housing (in particular, townhomes, duplexes and triplexes)
- Support for permanently affordable and low- and middle-income affordable units
- Support for maintaining neighborhood character
- Support for open space on the property
- Some support for senior housing
- Less support for high density housing and inclusion of retail
- Concerns around parking, safety, traffic, and access
- Concerns around flooding issues

## **Fall 2016 (regarding BVCP LU map, rezoning, site and use review)**

### *Comments in opposition to the development proposal:*

- Concerns around density, parking, safety, traffic, access, flooding issues, compatibility with the character of the surrounding neighborhood or general area, commercial spaces on the site, and impact on quality of life.

### *Comments in support of the development proposal:*

- Support of the following: the provision of housing; amenities such as offices, coffee shop, and gym, among others; transit-oriented development, and residential use instead of a large medical use.

# PROCESS FOR 3303 BROADWAY

1. **Oct. 1, 2015 –** **Concept plan** reviewed by Planning Board
2. **Dec. 17, 2015–** **BVCP land use change request process initial screening;**  
Planning Board did not advance for further study
3. **2016 –** **Purchase of property** by Fulton Hill Properties (now 3303 Broadway LLC)
4. **Dec 1. 2016 –** **Planning Board denial for land use map change, rezoning, site review and use review applications for 3303 Broadway**
5. **Jan. 2017–** **First reading (ordinance for proposed rezoning);** City Council approval; did not call up site and use review; directed staff to look at options for land use map changes
6. **April 2017–** **Planning Board and City Council feedback on draft staff recommendation**

# UPCOMING DATES

- May 23, 2017 – Public Hearing on BVCP**  
(City Council jointly with  
Planning Board)
- May 25, 2017 – Planning Board** deliberation and  
vote on BVCP
- June 6, 2017 – Hold date for 3303 Broadway**  
rezoning and land use map hearing
- June 13, 2017 – City Council** deliberation and  
vote on BVCP